

MARKETING MANAGEMENT

Division: Business and Computer Information Systems

Division Dean

Dr. Carlos Ayon

Faculty

Gary Graves
Kathy Standen

- Marketing Management Associate in Science Degree (<https://catalog.nocccd.edu/fullerton-college/degrees-certificates/marketing-management/marketing-management-associate-science-degree/>)
- Marketing Management Certificate (<https://catalog.nocccd.edu/fullerton-college/degrees-certificates/marketing-management/marketing-management-certificate/>)
- Marketing Management Skills Certificate (<https://catalog.nocccd.edu/fullerton-college/degrees-certificates/marketing-management/marketing-management-skills-certificate/>)

MKT 100 F Introduction to Marketing **3 Units**
54 hours lecture per term. This course is an introduction to marketing as an exchange involving all members of society. Focus will be on the evolution of the marketing system and the research of the demographic and behavioral dimensions of markets. Topics include market analysis, marketing planning and implementation, consumer behavior, marketing research, marketing mix strategies and internet marketing. The course incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities, including the social, cultural, economic, competitive, legal, ethical, and technological environments of marketing. This course lays the foundation for more advanced marketing courses and related subject areas. (CSU) (Degree Credit) AA GE

MKT 103 F Principles of Advertising **3 Units**
54 hours lecture per term. This course covers the role of historical, economic and social aspects of advertising. The development of creative advertising copy, advertising budgets, analysis of successful advertising campaigns and the creation of advertisements for the three broad categories of media (broadcast, print and digital) are discussed. (CSU) (Degree Credit)

MKT 151 F Digital Marketing (formerly New Media) **3 Units**
54 hours lecture per term. This course will provide a broad overview of digital marketing tools. Course topics include website design and evaluation, SEO, internet advertising, content management, social media, email marketing, mobile marketing and analytics tools. (Degree Credit) (CSU)

MKT 152 F Internet Advertising **2 Units**
36 hours lecture per term. This course will introduce students to advertising and promotional strategies using the Internet. Topics to be covered include new technologies in online advertising, buying and selling ads, direct marketing and sales promotion on the Internet, targeting and Web measurement techniques, and important legal issues. Students will develop an Internet promotional plan portfolio. (CSU) (Degree Credit)

MKT 153 F Customer Service on the Internet **2 Units**
27 hours lecture and 27 hours lab per term. This course introduces the principles of relationship marketing and serving customers on the Internet. Topics include determining customer expectations, measuring success, using the website, e-mail, and extranets to increase customer satisfaction, and creating a relationship-based website. Students will develop an internet customer service plan. (CSU) (Degree Credit)

MKT 160 F Introduction to Digital Marketing **1 Unit**
18 hours lecture per term. This course provides a short introduction to digital marketing designed to give a student a quick overview of the topic. Topics to be discussed include the marketing mix, when to use digital marketing, a broad overview of the tools used by marketers, trends in digital marketing, and budget considerations. (Degree Credit) (CSU)

MKT 161 F Web Design for Digital Marketing **1 Unit**
18 hours lecture per term. This course provides an overview of the principles of web design and will cover items including page elements and landing pages. (CSU) (Degree Credit)

MKT 162 F Search Engine Optimization **1 Unit**
18 hours lecture per term. This course provides an introduction to the key tools used for SEO (search engine optimization). Keyword selection, links and popularity metrics will be reviewed. (CSU) (Degree Credit)

MKT 163 F Search Engine Marketing **1 Unit**
18 hours lecture per term. This course provides an introduction to the key tools used for search engine marketing. Understanding the digital marketing space, including paid search marketing, choosing target markets, writing ad copy, buying advertising space, and Google AdWords will be covered. (CSU) (Degree Credit)

MKT 164 F Online Advertising **1 Unit**
18 hours lecture per term. This course provides an introduction to the key tools used for online advertising. Students will understand display network, ad targeting, banner ad design, and remarketing. (CSU) (Degree Credit)

MKT 165 F Content Considerations for Digital Marketing **1 Unit**
18 hours lecture per term. This course provides an overview of creating and finding effective content for a digital presence. The concepts of personas and content remarketing will be covered. (CSU) (Degree Credit)

MKT 166 F Social Media Marketing **1 Unit**
18 hours lecture per term. This course will overview the key social media platforms, discuss pros/cons of each, explain how to create a social media plan and measure the success of an implementation. (CSU) (Degree Credit)

MKT 167 F Email Marketing **1 Unit**
18 hours lecture per term. This course will overview using email to complement a digital marketing strategy. Where to find email lists, appropriate content, measuring email success and customer relationship management (CRM) will all be discussed. (CSU) (Degree Credit)

MKT 168 F Digital Analytic Tools **1 Unit**
18 hours lecture per term. This course will describe the key analytic tools used by digital marketers, with a focus on metrics and key performance indicators. Google Analytics will be overviewed and students will receive hands-on experience reading Google Analytic reports. (CSU) (Degree Credit)

MKT 169 F Digital Marketing Capstone - Strategy and Execution **1 Unit**
18 hours lecture per term. This capstone course provides students with the preparation for and the opportunity to complete a capstone project related to digital marketing. Topics may include an explanation of the strategy and digital planning process, the creation of a digital media calendar and preparation of digital media elements. (Degree Credit) (CSU)

MKT 170 F Marketing Information Systems 1 Unit

18 hours lecture per term. This course will provide an overview of the components of a Marketing Information System (MIS). Students will review the most commonly used software tools to obtain and extract critical data for digital marketing decisions. (Degree Credit) (CSU)

MKT 201 F Small Business Promotions 3 Units

54 hours lecture per term. This course focuses on the techniques used to promote a small business and develop effective marketing communication strategies. Emphasis is on creating an effective promotional plan and devising affordable ways to communicate with customers through local media, sales promotion, the internet, publicity, brochures, direct mail and other methods. (CSU) (Degree Credit)

MKT 203 F Principles of Retail Management 3 Units

54 hours lecture per term. This course examines the principles and practices used in the management of successful retail stores. Topics include site selection, layout, organization, merchandising, staffing, positioning, customer service, promotional techniques, and all aspects of the critical buying function. (CSU) (Degree Credit)

MKT 205 F Understanding Multicultural Markets in U.S. 3 Units

54 hours lecture per term. This course provides comprehensive coverage of the multicultural marketing environment in the U.S., taking into consideration the changing needs and growing influence of ethnic and racial groups. Exploring the differences and commonalities that exist among the groups, the course examines the roles of business and the U.S.' marketing system in providing goods and services to meet each group's needs. This course fulfills the Multicultural Education Requirement for graduation. (CSU) (Degree Credit)

MKT 208 F Principles of Selling 3 Units

54 hours lecture per term. This course emphasizes the fundamentals of selling and the new practices needed to succeed in today's information economy. Topics include understanding buyer behavior, building trust, communication and negotiation skills, oral presentation skills and the strategic selling process. This course will also cover the impact of the World Wide Web, sales, strategies used to build global relationships, ethical and legal considerations in selling, and a survey of customer relationship management technology. (CSU) (Degree Credit)